

ABSTRACT

***Abstract :** Alamendah Tourism Village in Bandung Regency, West Java, was inaugurated as a tourism village in February 2011, but tourist visits remained minimal for the first eight years due to a lack of attractive tourism products and packages. Since 2019, the village manager has focused on developing innovative tourism products based on local potential, such as farming, making food and MSME souvenirs, practicing Pencak Silat, watching Karinding art, milking cows, learning coffee processing, and cycling around the village. This research aims to design a creative brand activation strategy through collaboration with AREI, an outdoor brand, using the AISAS method (Attention, Interest, Search, Action, Share). The AISAS method is effective in understanding digital consumer behavior, helping to increase brand awareness and attract more tourists. AISAS highlights how potential travelers find information, get interested, search further, act by visiting, and finally share their experience. The research methodology includes SWOT analysis, observation, interviews, and questionnaires to understand the perceptions and preferences of potential visitors. The research results are expected to provide practical guidance in designing and executing events that strengthen Alamendah Tourism Village's positioning as a unique nature tourism destination, increase brand awareness, and significantly increase the number of tourist visits.*

***Keywords:** Alamendah Tourism Village, Brand activation, Promotion Strategy, Arei, Event*